



Director

eXplore Lawrence (Convention & Visitors Bureau)

eXplore Lawrence is the recently re-branded Convention and Visitors Bureau for the City of Lawrence. eXplore Lawrence coordinates and develops resources to create an exceptional visitor experience for both leisure and business travelers that result in increased overnight stays, direct visitor spending and repeat visits. Activities of this position revolve around the solicitation of travel and tourism-related business for Lawrence in cooperation with area hotels, restaurants, local sports organizations, premier University communities, and other sports and travel-related businesses.

The mission of eXplore Lawrence is to:

- Improve the local economy by attracting visitors, meetings, conferences and events to the city;
- Encourage economic growth by providing quality services to our visitors;
- Responsibly manage transient guest tax funds and fiscal operations of the organization;
- Maintain productive working relationships with our partners in the business community.

General Responsibilities:

The essential elements of the duties of the Director of eXplore Lawrence will be to coordinate and oversee budgeting, financial reporting, staff planning and program activities. The Director must maintain a thorough knowledge of the community and a working relationship with the staff of area hotels, partner organizations, and opportunities at the state/regional level. The Director must keep abreast of and functions in the Lawrence and regional area.

The Director supervises four program managers for 1) Sales (Meetings, Associations and Conferences), 2) Marketing and Communications, 3) Sports and Special Events, 3) Community Relations (Social Media & SimpleView Database) and 4) Visitor Information Center.

Special Requirements:

Qualifications:

Required: A college/university degree or equivalent industry experience – sales, marketing/communications and staff management experience is required. Proficiency using current industry technology from database management to reporting mechanisms is essential. A strong ability to communicate with stakeholders, the Governing Board and community partners is required.

Preferred: 3-5+ years of measurably effective experience managing a CVB or industry-related organization.

Disclaimer:

Position descriptions are not intended and should not be construed to be exhaustive lists of all responsibilities, skills, efforts or working conditions associated with the job. They are intended to be reflections of the principal job elements for that position.

Reporting and working relationships:

The Director reports directly to the Governing Board of eXplore Lawrence. The Director coordinates monthly and annual performance reports for the Governing Board and any other appropriate governing body.

The ability to effectively support and engage staff, Board members and community stakeholders is critical to the success of this position.

Duties and Responsibilities:

1. In coordination with division managers, effectively support the development and implementation of a comprehensive sales and marketing program. Coordinate the development of annual work plans and strategies to promote the city as a destination for business and leisure travelers, conferences and sports events.
2. Coordinate and assess monthly and annual performance reports for all divisions; make appropriate recommendations for enhancing individual and team performance. Oversees all administrative, human resources and organization policies and works with the Board to ensure adherence to organization policies, procedures, laws guidelines and ethical standards.
3. Develop and maintain working relationships with appropriate partners locally, statewide and regionally. A strong working relationship with the state and regional tourism associations is expected to leverage local assets and further develop Lawrence as a business and leisure travel destination.
4. Manage and maintain annual program budget to achieve goals and objectives set by the Governing Board and City of Lawrence. Keep track and approves all expenditures. Holds general responsibility for management of organizations finances by monitoring

and controlling all operating all expenses within the approved budget. Oversees the creation of financial reports and annual audit reports in accordance with procedures approved by the Board.

5. Personally generate leads and help facilitate RFP's, in partnership with Lawrence hotels, that produce conference/meeting sales with area trade associations, local/regional/national businesses and other cultural/educational institutions.
6. Keeps track and approves all expenditures. Holds general responsibility for management of organizations finances by monitoring and controlling all operating all expenses within the approved budget. Oversees the creation of financial reports and annual audit reports in accordance with procedures approved by the Governing Board.
7. Serves as an *ex officio* nonvoting member of the Board and all committees, including the Executive Committee. Advises/recommends the Chair of the Board, the Board and other committees. Orients/educates new board members. Plans and arranges meetings, including the preparation and distribution of meeting agendas and minutes.
8. Represents eXplore Lawrence at local, state, regional and national conventions and organizations that serve to foster the betterment of the organization's mission. Oversees and monitors staff involvement in travel and marketing associations.
9. Primary spokesperson for the organization. Responsible for all communications to the industry and general public. Point person for local, state, national and international media.
10. Establishes and maintains ongoing effective communication with Governing Board members, government leaders, business and cultural institution leaders, and the local, state, and national tourism industry
11. Point person for legislative issues related to the tourism industry. Communicates to the Governing Board legislative issues and information that may affect the tourism industry.
12. Other duties as assigned by the Governing Board.